

### DETAILED ACTION

1. This office action is in response to communication filed on 3/7/2008.
2. Claims 1-10 and 11-25 are presented for examination.

### **Allowable Subject Matter**

3. Claims 1-10 and 11-25 are allowed.

The present invention is directed to a method and system for providing a promotion to a customer based upon the status of a promotion previously delivered to a customer.

Walker (6,848,995) teaches a past offer database that includes a result of offer that indicates whether a casino player accepted or rejected the offer.

“Qualitative Marketing Software QMSOft- Announces Centrus Customer Service Interaction Objects” Business Wire teaches an offer system wherein a retailer delivers a personalized promotion appropriate to each registrant.

As per Board’s decision dated 2/29/2008, the references alone or in combination does not disclose or suggest using its data to determine or use a third status value an “**unknown**” status value. This feature is present in sole independent claim 1.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

**Point of contact**

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Raquel Alvarez whose telephone number is (571)272-6715. The examiner can normally be reached on 9:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric w. Stamber can be reached on (571)272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Raquel Alvarez/  
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5/29/2008

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